

RUSTY WALKER

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To Whom it may concern;

I am pleased to have the opportunity to say a few words about Bill Gardner.

I have known Bill since we worked together at Storz Broadcasting's WHB, Kansas City in 1969. Bill was a leader by example even back then. His show was always rated highly, and his dedication to the station's goals set an example for everyone.

As a consultant, I have had the opportunity to recommend Bill to clients on two occasions. First at KFMS-FM in Las Vegas, and later at KSAN-FM in San Francisco.

Both of these situations demanded someone who could perform consistently at the highest level in the face of formidable competition.

In Las Vegas, Bill maintained number one ranking during a very intense battle with an up and coming country station. The new station was well armed, and had taken the, "young" position against the heritage country station, KFMS.

In San Francisco, Bill was asked to take on one of the most difficult challenges in our business; go into the middle of an intense battle, take over the captain's chair in a morning show in transition, and maintain the show's integrity inside and outside the building while also maintaining it's Arbitron viability, in spite of everyone knowing he was only going to be there on a temporary basis.

Bill was extremely successful in both instances.

If you are looking for someone who knows our business, and believes in working hard to form that all important bond with his audience, and his co-workers, your search is over!

Please feel free to call me anytime to discuss Bill's qualifications further.

Sincerely,


Bob Glasco